

**IDC Data Summary Statistics**  
***Epic Games, Inc. v. Apple Inc.*, Case No. 4:20-cv-05640-YGR-TSH (N.D. Cal.)**  
**Summary Pursuant to Federal Rule of Evidence 1006**

- 1. From the launch of the iPhone through March 2008, Apple sold over 5.4 million iPhone units globally, excluding China.**

Source: PX2489 (IDC, “IDC Worldwide Quarterly Mobile Phone Tracker”).

Description: The statistic was calculated by summing iPhone units sold globally, excluding China, during 2007 and 2008 Q1.

- 2. Apple sold 191 million iPhones globally, including China, during 2019.**

Source: PX2489 (IDC, “IDC Worldwide Quarterly Mobile Phone Tracker”).

Description: The statistic was calculated by summing iPhone units sold globally during 2019.

- 3. From 2008 to 2019, Android phones accounted for 87 percent of smartphone units sold in China.**

Source: PX2489 (IDC, “IDC Worldwide Quarterly Mobile Phone Tracker”).

Description: The statistic was calculated by summing the total smartphone units sold in China from 2008 to 2019 and summing the smartphone units that had an Android operating system. The percentage is calculated by dividing the Android units sold by total smartphone units sold.

- 4. In almost all countries, consumers have access to at least some of the leading smartphones.**

Source: PX2489 (IDC, “IDC Worldwide Quarterly Mobile Phone Tracker”).

Description: In 99 percent of the country-quarter observations during 2010 to 2019, there are sales of at least three of the top ten smartphone models (based on worldwide revenue, excluding China) in that country for that quarter. Consumers in the substantial majority of countries have access to most of the leading smartphones. In 86 percent of the country-quarter observations during 2010 to 2019, there are sales of at least seven of the top ten worldwide handset models (by worldwide revenue, excluding China) in that country for that quarter. Almost all countries covered in the IDC data had sales of the new flagship models of Apple’s iPhone and Samsung’s Galaxy S smartphones released in 2010 through 2019 within the year following the release of these model. For iPhone models, there were sales in each country in the year following release for 99 percent of the combinations of countries and years. For Galaxy S models, there were sales in 98 percent of country-years in each country in the year following release. See Evans Opening Report ¶¶ 315-317 for more detail.

**5. The average price of a smartphone in 2019 is about \$338 worldwide excluding China and about \$551 in the U.S.**

Source: PX2489 (IDC, “IDC Worldwide Quarterly Mobile Phone Tracker”).

Description: Both statistics are based on the IDC data referenced above and consider sales during 2019. The average selling price was calculated by summing smartphone sales revenue, summing smartphone units sold, and dividing total revenue by total units sold. The first statistic is based on worldwide sales, excluding China, and the second statistic is based on sales in the U.S.

**6. iPhone prices have increased over time.**

Source: PX2489 (IDC, “IDC Worldwide Quarterly Mobile Phone Tracker”).

Description: iPhone average sale prices are calculated globally, excluding China, for each year by summing iPhone revenue and dividing by the sum of iPhone units sold. The increase in prices can be observed by comparing the yearly average sales prices.

**7. iPhones had an average selling price of \$739 from 2010 to 2019 globally excluding China.**

Source: PX2489 (IDC, “IDC Worldwide Quarterly Mobile Phone Tracker”).

Description: The statistic was calculated by summing iPhone sales revenue, summing iPhone units sold, and dividing total revenue by total units sold. The statistic is based on worldwide sales, excluding China.

**8. 99 percent of iPhones sold from 2010 to 2019, whether including or excluding sales in China, had average sales prices of \$300 or more.**

Source: PX2489 (IDC, “IDC Worldwide Quarterly Mobile Phone Tracker”).

Description: The statistic was calculated by dividing the number of iPhone units sold for \$300 or more by the total number of iPhone units sold during 2010 to 2019.

**9. During 2019, the average selling prices in the U.S. for the Samsung Galaxy S10+ and the Motorola Moto E6, respectively, were \$1,058 and \$139.**

Source: PX2489 (IDC, “IDC Worldwide Quarterly Mobile Phone Tracker”).

Description: The average selling price was computed by summing sales revenue and units sold in the U.S. during 2019 for the two smartphone models. The average selling price is calculated as the total revenue divided by the total units sold.

**10. Apple’s revenue share of smartphones priced at or above \$400 was 36 percent in 2010, 42 percent in 2011, 45 percent in 2012, 43 percent in 2013, and 51 percent in 2014.**

Source: PX2489 (IDC, “IDC Worldwide Quarterly Mobile Phone Tracker”).

Description: The statistic was calculated by dividing the revenue of iPhone sales considering iPhones sold for \$400 or more by the revenue of all smartphones sold for \$400 or more for each year from 2010 to 2014.

**11. Apple had a 52 percent share of tablet revenue in 2019 globally, including China, and a 67 percent share considering tablets with average selling prices of \$300 or more.**

Source: PX2731 (IDC, “IDC Quarterly Personal Computing Device Tracker 2020 Q2 Final Historical”).

Description: Both statistics are calculated by dividing Apple’s tablet sales revenue during 2019 by total tablet sales revenue across all OEMs during 2019 based on the IDC data referenced above. The first statistic is based on sales of all tablets and the second statistic is based on sales of tablets with prices of \$300 or more.